

THE CLAIMS

1. An advertising/promotional display system, constructed for providing an interest-generating, multi-sense, exciting display, comprising
  - A. a housing comprising a plurality of co-operating panels;
  - B. a biasing member connected to the housing for causing said panels to move from a first, collapsed, substantially flat configuration, to a second, erect, three-dimensional configuration;
  - C. an audio signal generating assembly,
    - a. mounted to said housing,
    - b. constructed for producing a desired audio signal when activated, and
    - c. incorporating a switch member movable between an OFF position and an ON position and constructed for controlling the activation and deactivation of the audio signal generating assembly; and
  - D. an activation control arm,

- a. mounted to the housing for movement therewith when said panels move from the first configuration to the second configuration, and
- b. controllably engaged with the switch member of the audio signal generating assembly for maintaining the switch member in its OFF position when the housing is in its first, collapsed configuration, and enabling the switch member to move into its ON position when the housing moves into its second, erect configuration;

whereby the movement of the housing from its first, substantially flat configuration into its second, erect configuration simultaneously causes a desired audio signal to be generated, thereby enhancing the interest and excitement achieved by the advertising/promotional display system.

2. The advertising/promotional display system defined in Claim 1, wherein the panel members forming the housing are further defined as comprising an outside surface and an inside surface, and said outside surface of the panel members incorporates indicia printed thereon for providing a desired visual impact or display.

3. The advertising/promotional display system defined in Claim 2, wherein the plurality of panels forming the housing are further defined as being cooperatively associated with each other for enabling the housing to be movable between a first, substantially flat configuration and a second, erect, substantially three-dimensional configuration.

4. The advertising/promotional display system defined in Claim 3, wherein said housing is further defined as comprising a three-dimensional shape when in its second configuration, with said second configuration comprising one selected from the group consisting of rectangles, cubes, and polyhedrons.

5. The advertising/promotional display system defined in Claim 3, wherein said audio signal generating member is further defined as comprising an integrated circuit containing a pre-recorded, desired audible message and a speaker for enabling the audible message to be easily heard.

6. The advertising/promotional display system defined in Claim 5, wherein said integrated circuit and said speaker are further defined as being mounted to an interior surface of one or more panel members forming the housing.

7. The advertising/promotional display system defined in Claim 5, wherein said pre-recorded audible message is further defined as being directly related to the indicia formed on the outside surface of the panel members of the housing, thereby providing an exciting, interest-generating display system wherein both the visual and audible information delivered to the user are consistent.

8. The advertising/promotional display system defined in Claim 5, wherein the pre-recorded, audible message is further defined as comprising at least one selected from the group consisting of words, music, and sounds.

9. The advertising/promotional display system defined in Claim 3, wherein said biasing member is further defined as comprising an elongated, movable, spring-force generating member mounted under tension between two juxtaposed, spaced, co-operating panel members of said housing for exerting a biasing force against said panels, causing said panels to move towards each other when activated, thereby enabling said housing to be movable between a first, substantially flat configuration and a second, erect, three-dimensional configuration.

10. The advertising/promotional display system defined in Claim 9, wherein the spring-force generating member is further defined as being maintained under tension when the housing is in its second, erect, three-dimensional configuration, thereby assuring the housing remains in said three-dimensional configuration.

11. The advertising/promotional display system defined in Claim 8, wherein said spring-force generating member is further defined as comprising one selected from the group consisting of elastic bands and rubber bands.

12. The advertising/promotional display system defined in Claim 3, wherein the housing further comprises a support plate, with said support plate being affixed to an inside surface of a panel member forming the housing and being movable between a collapsed position and an extended position, and with said support plate being affixed to one end of the activation control arm for controlling the movement of the control arm relative to the switch member.

13. The advertising/promotional display system defined in Claim 10, wherein the support plate is further defined as being constructed for maintaining the activation control arm in engagement with the switch member when the housing is in its first, collapsed, substantially two-dimensional configuration and controllably withdrawing the activation control arm from engagement with the switch member when the housing is moved into its second, erect, three-dimensional configuration.

14. The advertising/promotional display system defined in Claim 11, wherein said support plate is further defined as being cooperatively associated with a holding plate mounted between the support plate and an inside surface of a panel member for assuring the desired movement of the support plate is attained whenever the housing is moved between its first configuration and its second configuration.

15. The advertising/promotional display system defined in Claim 12, wherein said support plate is defined as extending from a first panel of the housing and the holding plate is defined as extending from a second panel of the housing which is positioned directly adjacent to the first panel.

16. An advertising/promotional display system, constructed for providing an interest-generating, multi-sense, exciting display, comprising

- A. a housing comprising a plurality of co-operating panels with each panel having an outside surface and an inside surface, with the outside surface of the panel member incorporating indicia printed thereon for providing a desired visual impact or display;
- B. a biasing member connected to the housing for causing said panels to move from a first, collapsed, substantially flat configuration, to a second, erect, three-dimensional configuration and comprising an elongated, movable, spring-force generating member mounted under tension between two juxtaposed, spaced, co-operating panel members of said housing for exerting a biasing force against said panels, causing said panels to move towards each other when activated, thereby enabling said housing to be movable between a first, substantially flat configuration and a second, erect, three-dimensional configuration;
- C. an audio signal generating assembly,
  - a. mounted to said housing,

- b. constructed for producing a desired audio signal when activated,
  - c. incorporating a switch member movable between an OFF position and an ON position and constructed for controlling the activation and deactivation of the audio signal generating assembly; and
  - d. comprising an integrated circuit containing a pre-recorded, desired audible message and a speaker for enabling the audible message to be easily heard;
- D. an activation control arm,
  - a. mounted to the housing for movement therewith when said panels move from the first configuration to the second configuration, and
  - b. controllably engaged with the switch member of the audio signal generating assembly for maintaining the switch member in its OFF position when the housing is in its first, collapsed configuration, and enabling the switch member to move into its ON position when the housing moves into its second, erect configuration;

whereby the movement of the housing from its first, substantially flat configuration into its second, erect configuration simultaneously causes a desired audio signal to be generated, thereby enhancing the interest and excitement achieved by the advertising/promotional display system.

17. The advertising/promotional display system defined in Claim 16, wherein said pre-recorded audible message is further defined as being directly related to the indicia formed on the outside surface of the panel members of the housing, thereby providing an exciting, interest-generating display system wherein both the visual and audible information delivered to the user are consistent.

18. The advertising/promotional display system defined in Claim 16, wherein the housing further comprises a support plate, with said support plate being affixed to an inside surface of a panel member forming the housing and being movable between a collapsed position and an extended position, and with said support plate being affixed to one end of the activation control arm for controlling the movement of the control arm relative to the switch member.

19. The advertising/promotional display system defined in Claim 10, wherein the support plate is further defined as being constructed for maintaining the activation control arm in engagement with the switch member when the housing is in its first, collapsed, substantially two-dimensional configuration and controllably withdrawing the activation control arm from engagement with the switch member when the housing is moved into its second, erect, three-dimensional configuration.

20. The advertising/promotional display system defined in Claim 19, wherein said support plate is further defined as being cooperatively associated with a holding plate mounted between the support plate and an inside surface of a panel member for assuring the desired movement of the support plate is attained whenever the housing is moved between its first configuration and its second configuration.